



CALPEEK

CALIFORNIA POLITICAL WEEK

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CALPEEK ON VACATION THRU LABOR DAY

We will be on vacation beginning Aug. 25th and will return to work Sept. 5th – the day after Labor Day. Our Sept. 11th issue will be the *Fall Election Guide*. Stay tuned...

CAMPAIGN 2000: PROP. 39 (AKA "SON OF 26") AGAIN SEEKS TO REDUCE THE LOCAL SCHOOL BOND VOTE

Editor's note: This past March, backers of Prop. 26 narrowly lost in their attempt to lower from 2/3rds to 50% the vote required to pass a local school bond. The coalition in favor of Prop. 26 (*Let's Fix Our Schools*) was comprised of the educational establishment (CTA was the big backers) and business executives from the Silicon Valley. They outspent the NO side 20-to-1, but Prop. 26 lost by a 51.3% NO vs. 48.7% YES vote. But Prop. 26 is back once again, this time in the form of Prop. 39. Here's our update & analysis...

...Prop. 39 would lower the vote requirement from 2/3rds to 55% to pass a local school bond. That's the substance of Prop. 39. If approved, the NO on 39 committee is predicting that local property tax payers will get *socked* - hard. That's the key argument NO on 26 made in the Spring and they continue on message with this same theme for 39...

...Which is why *Taxpayers for Accountability & Better Schools* (YES on 39) can't be pleased with the latest survey from the Public Policy Inst. of Calif. (PPIC). This poll was taken July 28 to Aug. 4 (among 988 likely voters). It shows Prop. 39 going down in flames: 35% YES vs. 55% NO, with 10% undecided. The opposition (*Save Our Homes - NO on 39*) thinks the PPIC poll is accurate for the question asked, but has some doubts given the results of their own poll taken a month earlier...

...The NO on 39 committee (read that as the Howard Jarvis Taxpayers Assn.) conducted its own survey from June 26 to July 2. Pollster Arnie Steinberg conducted the survey. The Steinberg survey showed YES with 46% vs. NO with 42% and 12% undecided. Steinberg wrote a memo to the NO on 39 committee, where he said he believed the PPIC turnout model exaggerated the impact of older and more conservative

voters. That would be one reason why the results were so lopsided, but consider this too: both the YES and NO side are on statewide radio. And both sides started their respective buys after Steinberg conducted his poll. Regardless, Steinberg, as well as other Calpeek sources, feel that the YES side has lots of work to do in order to win approval of Prop. 39. When an initiative starts out below 60% in the polls, it's very tough to win. And right now Prop. 39 is 4 points below 50% in the Steinberg poll and 15 points below 50% in the PPIC poll...

...But polling is only one element in this campaign. The other key element is advertising. In the Prop. 26 campaign, the NO side (HJTA) was vastly outspent, yet still won. But this time the NO on 39 forces will have some big bucks. Remember *None of the Above* initiative author Al Shugart from the Silicon Valley? He and another hi-tech executive have pumped in \$500,000 to the NO side...

...And get this: the CTA, which was the main backer of Prop. 26, has given consultant Bill Butcher \$750,000 for his slate mailer. Butcher happens to be a consultant for NO on 39. Our sources say CTA did not want 39 on this ballot (even though they are listed as supporters) because CTA fears voter confusion over Prop. 38 (school vouchers) and Prop. 39. Both deal with schools and the messages are similar. CTA's key concern is to defeat vouchers. Thus Butcher's main slate message will be: NO on 38 AND 39. It's smart politically, but it's bound to anger some CTA allies. Stay tuned...

CAMPAIGN 2000: THE RUN FOR THE WHITE HOUSE.

Editor's note: Both the GOP and Demo presidential conventions are now history, but the battle on who will become the nation's 43rd president is just getting underway. Tons of new polls and lots of spinning. We think the best way to view this 2000 presidential election is to examine Al Gore(D) and George W. Bush(R) prior to and then just after the two major conventions. Here's our update & analysis...

...For nearly four months leading up to the two major party conventions, Texas Gov. George W. Bush held a strong 10-

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15 point lead over Vice President Al Gore. The Demos just couldn't understand how this *frat boy* who can charm the dogs off the back of a meat wagon could be ahead of Gore. The answer is a combination of two factors: 1) after the nasty GOP primary with U.S. Sen. John McCain, Bush quickly shifted from hardline conservative back to compassionate conservative – thus consolidating his base and reaching out to independents, women and swing voters; and 2) Gore, a policy wonk and very wooden on the campaign trail, was having a trouble with his Demo base and wasn't focused. In other words, Gore's message was fuzzy...

...But then came Philadelphia and L.A. Bush had a good convention. He further solidified his conservative base by picking Dick Cheney as his running mate. And his acceptance speech hit all the right notes with the conservative delegates: big tax cuts, Star Wars, and NO on abortion. His two key themes were: *restoring decency to the White House* (clearly aimed at Pres. Clinton) and that the big and continuing economic boom of the 1990s shouldn't be credited to Clinton/Gore. Here are the post GOP convention polls:

	<u>CNN</u>	<u>L.A. Times</u>
Bush	57%	48%
Gore	38%	38%

...The challenge for Gore heading into his convention was four fold: separate himself from Clinton (by picking U.S. Sen. Joe Lieberman as his running mate he accomplished this); solidify his base; focus on the record of achievement during the past 8 years, while laying out a new agenda; and make an appeal to independent and swing voters. By all accounts, he accomplished all four. Here are the post Demo convention polls:

	<u>Newsweek</u>	<u>Zogby/Reuters</u>
Bush	42%	40.9%
Gore	48%	44.1%

...Why the Gore surge? Gore's acceptance speech was loaded with kitchen table issues which appealed not only to the Demo base, but to blue collar and swing voters as well: education, targeted tax cuts, healthcare, pro-choice on abortion. He also blasted HMOs and big oil. In looking at the Zogby Poll, it now shows Gore with a *14 pt.* lead over Bush among women voters (before the DNC convention Bush was ahead); and it's now a very close battle among independents. But don't let the national polls fool you. A presidential election is still a series of 50 state-by-state battles to see who wins the electoral vote...

...So is Calif. in play for Bush? Not now, given the newest Field Poll, which puts Gore up in Calif. by *13 pts.* The GOP

spin is that Bush will make a race of it, but even Karl Rove, Bush's top strategist, says Calif. is not a top priority (S.F. Examiner 8/6/00). Bush doesn't need Calif. to win. Gore does. Here are the current polls relating to Calif.:

	<u>Field(Aug)</u>	<u>PPIC(July-Aug)</u>
Gore(D)	50%	40%
Bush(R)	37%	37%
Nader(GP)	4%	8%
Buchanan(RP)	2%	1%

...What about Nader? Liberal Demos aren't thrilled about the Gore/Lieberman ticket. Too moderate for them. That's why some of them are flirting with Nader. But some sources say the libs will come home to Gore because they'll realize what's really at stake is the U.S. Supreme Court. Calif. Demo spin doctor Bob Mulholland on Nader: "Nader is a campus lecturer, not a president. In primaries, you vote with your heart. In a general you vote with your mind." U.S. Sen. Barbara Boxer, speaking to the CA Demo delegates during the convention summed Nader up best: "He's right on many issues, but every vote for Ralph is a vote for Bush and it's breaking my heart." Stay tuned...

CAMPAIGN 2000: SAN DIEGO MAYOR'S CONTEST.

Editor's note: The energy crisis (high electric rates) has been getting most of the headlines, but there is a very heated race for mayor going on between Judge Dick Murphy and San Diego Co. Sup. Ron Roberts. Here's a brief update...

...On March 7th, Murphy surprised the pundits and narrowly defeated banker Peter Q. Davis to make a runoff with Roberts. Roberts got 25.7% vs. 15.7% for Murphy. About 3 weeks after the primary, KGTV-Channel 10 conducted a survey which showed the Murphy-Roberts race to be dead even: Murphy 42% vs. Roberts 41%...

...But in 4 months the situation has changed, to Roberts' advantage. The most current poll conducted for KGTV-Channel 10 by SurveyUSA shows Roberts increasing his lead over Murphy. Sample size 500 likely voters, conducted Aug. 7-8. (July figures for comparison)...

	<u>July 10</u>	<u>Aug. 7</u>
Roberts	44%	46%
Murphy	37%	35%

...But the polls tell only part of the story. In the all important fundraising game, Roberts raised \$417,932 vs. \$206,306 for Murphy. There will be two other campaign reports filed before the Nov. 7th election. Stay tuned...

CAMPAIGN 2000: VAN DE KAMP BACKS COOLEY FOR DA. POLL HAS COOLEY STILL AHEAD OF GARCETTI.

Editor's note: More bad news for incumbent L.A. Co. DA Gil Garcetti as former AG and L.A. Co. DA John Van de Kamp has endorsed Head Deputy DA Steve Cooley. Here's our brief update & analysis...

...The endorsement by Van de Kamp was certainly a huge boost for Cooley's campaign, although the VdK announcement was not at all negative when it came to Garcetti. In fact, VdK's statement praised Garcetti "for a long and distinguished career," but noted that it was time for Garcetti to step aside. This is the first time VdK has endorsed any candidate for DA since he left that office in 1983...

...And while endorsements are always nice to get, the more important piece of news was that an Evans/McDonough Co. poll taken for Cooley showed him leading Garcetti by a margin of 22 points: Cooley **53%** vs. Garcetti **31%**, with **16%** undecided. The Evans/McDonough poll was taken June 27-30, among 400 likely voters...

...This poll also tested Garcetti's favorable/unfavorable ratings. Garcetti – **52%** unfavorable vs. **46%** favorable. In terms of job performance, the poll gave Garcetti a **70%** negative rating vs. **26%** positive. These are not good numbers for the incumbent and our sources suspect that much of this negative feeling toward Garcetti dates back to the highly publicize O.J. Simpson murder case. In terms of name ID, Garcetti is very well known with **98%** vs. only **55%** for Cooley...

...FYI: Garcetti's own poll, June 17-20 by Fairbank, Maslin, Maullin, showed Cooley with **46%**, Garcetti **31%**, with **23%** undecided. Stay tuned...

CAMPAIGN 2000: CALIFORNIA INITIATIVE UPDATE.

Editor's note: Here is another in our series of reports about key statewide ballot measures...

◆ **Calif. Demo Party Endorsements** – At its Executive Board meeting July 9th, the CA Demo Party has taken the following positions on Props. 32-39. Prop. 32-YES; Prop. 33-YES; Prop. 34(campaign reform)-YES; Prop. 35 (contracting out)-NO; Prop. 36 (drug rehab)-neutral; Prop. 37 (fees & taxes)-NO; Prop. 38 (vouchers)-NO; Prop. 39 (local school bonds/55% vote)-YES...

◆ **Prop. 38 – School Vouchers** – The new Public Policy Inst. of Calif. survey shows the YES side with a very narrow lead: **45% YES** vs. **44% NO**, with the rest undecided...

...NO on 38 backers are somewhat jittery about U.S. Sen. Joe Lieberman – the Demo veep nominee selected by Al Gore. In the past Lieberman supported a limited use of public funds in Connecticut for experimental voucher programs for parents of children who wanted to move their kids into better schools. Lieberman now toes the line and is in lock step with Gore on vouchers...

◆ **Prop. 34 – Campaign Reform** – Opponents go by the name of Californians Against Phony Reform and they've added former Sec. of State March Fong Eu to their list of backers. The former Demo SOS says she's concerned about the elimination of the free candidate statement in the ballot pamphlet – which is part of the Prop. 34 proposal. Eu started that program in 1994. Also joining the NO side is People's Advocate – a conservative-oriented group founded by the late Paul Gann. FYI: opponents tried to have the NO on 34 arguments throw out because they were written by State legislators who opposed SB 1223, the bill which put Prop. 34 on the ballot. The judge refused their request...

CAMPAIGN 2000: UPDATE ON U.S. HOUSE CONTESTS.

Editor's note: Here's an update on some key U.S. House races in Calif...

☒ **49th CD** – No change from a July KGTV-Channel 10 poll matching U.S. Rep. Brian Bilbray(R-San Diego) against Assemblywoman Susan Davis(D). Both are still at **44%** for August, the same as in July. The KGTV poll was conducted by SurveyUSA and the sample size was 500 likely voters...

☒ **27th CD** – We have two polls in this very tight contest, one from U.S. Rep. Jim Rogan(R-Glendale) and one from State Sen. Adam Schiff(D-Burbank). Rogan's poll was done by Dresner, Wickers & Assoc. (400 voters, Aug. 13-14), while Schiff's poll was done by The Feldman Group (500 likely voters, Aug. 7-8). Here's how they look:

	<u>Rogan Poll</u>	<u>Schiff Poll</u>
Rogan(R)	42%	40%
Schiff(D)	39%	45%

...FYI: Both incumbent Rogan and Schiff have been spending a pretty good chunk of money on cable tv ads. Key difference: There are NO typos in Schiff's ad copy. There are 2 typos in two separate Rogan tv ads: 1) Congressmen Jim Rogan; 2) Schiff voted ro (it should read to). Humm...

☒ **Generic Match Up** – The latest Zogby Intern'l survey of a generic Demo vs. GOP match up in the U.S. House shows Demos **41.0%** vs. GOP at **37.7%**. Stay tuned...

CAMPAIGN 2000: CITY AND COUNTY INITIATIVES.

Editor's note: Here's an update on some of the hot local initiatives which will face voters Nov. 7th...

◆ ***L.A. County Term Limits*** – The week before the Demo convention in L.A. it looks as though Voters Organized for Trustworthy Elections(VOTE) had failed to qualify their initiative to limit County Supes to just two terms in office. The original report had them short by 1,120 signatures. But in re-checking signatures it turns out there are enough to qualify. Enter L.A. Co. Judge Dzintra Janavs, who sided with the County in saying this initiative was too late to be placed on the Nov. 7th ballot. But it has qualified, meaning that it could go on the ballot in March of 2002. VOTE may appeal the Janavs ruling...

◆ ***Tobacco Settlement Wars*** – Backers of Measure O in Ventura Co. are on the radio pushing their plan for spending \$10 million per year (over 25 years). The supporters of O are 7 private hospitals in Ventura Co. Under the terms of the settlement, counties can spend the money anyway they want. YES on O wants the money tagged for healthcare – and at their hospitals. Meantime, the Coalition Against Measure O has gone to court to block or amend the YES on O ballot arguments – saying their language is “false and misleading.” The attorney for NO on O is Santa Monica-based Strumwasser & Woocher...

◆ ***Clean Contracting A or B*** - Actually Measures A and B are competing ballot proposals dealing with contracting out of county services to the private sector. Measure B was placed on the Nov. 7th ballot via initiative by organized labor (SEIU) under the title of the Clean Contracting Measure. Labor in San Diego is furious with the county over contracting out of the entire Information Technology program to the private sector. Measure A was in response to B, brought to the County Board of Supes by the San Diego Co. Taxpayers Assn. Measure A contains a clause saying if both pass, the one with the most votes becomes law...

DOG DAYS OF SUMMER: POLITICAL SHORT TAKES.

Editor's note: Here are a few items, political & otherwise, worth noting...

■ ***Connell for L.A. Mayor??*** – Sources tell Calpeek that CA State Controller Kathleen Connell(D) will announce that she's running for L.A. Mayor. Sources expect the announcement on or about Sept. 15th...

■ ***PUC Votes for Electric Rate Cap*** – The CA Public Utilities Commission on Aug. 21st voted 3-2 to approve a cap on retail electric rates for San Diego Gas & Electric customers. The CPUC plan caps the rate at \$68 per

month for residential consumers who use less than 500 kilowatt hours per month. This is not the plan supported by Gov. Gray Davis(D) and Demo lawmakers from the area, but the PUC is still controlled by holdover commissioners appointed by former Gov. Pete Wilson(R)...

■ ***Gore & Bush Name New CA Directors*** – The new Calif. Director for Gore/Lieberman 2000 is Jay Ziegler, who was press secretary to former CA Ins. Commissioner John Garamendi. The new Bush/Cheney 2000 director for Calif. and the western States is Stacy Carlson...

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad note: former Assemblyman and L.A. Co. Sup. James A. Hayes died Aug. 10th. He was 78. He served on the L.A. Co. Bd of Supes from 1972 to June 1, 1979, when without any warning, he resigned and left politics. R.I.P...

● Veteran L.A. Times staff writer Peter Warren, who broke the election fraud story about the 1995 recall and special election in the 67th AD in Orange Co., is leaving the LAT to become head of media/pr for the CA Medical Assn. He will be based in L.A...

● Time Magazine bureau chief Cathy Booth is departing L.A. to head the magazine's Dallas bureau. Terry McCarthy arrives in October to take Booth's place...

CALPEEK'S MARKETPLACE NETWORK

● **Multiple project specialist** positions are available at a well-known Los Angeles community relations firm. Candidates must have exceptional writing skills, political savvy and experience working with clients and constituents. Please fax resume and cover letter to Consensus Planning Group at (213)438-1764.

● **Statewide business assoc.** needs Dir. of Local Govt. Relations. Southern Calif. based position is responsible for advocacy of local government issues throughout Calif. Excellent organizational skills, advocacy experience and ability to travel extensively throughout Calif. required. Fax resume to (916)448-2793.

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